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FALL

**AFRICAN VIOLET
CATALOG**

1952

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U. S. Department of Agriculture



Double Flowering
AZURE BEAUTY
\$2.75

SPOUTZ AFRICAN VIOLET **GREENHOUSES**

34365 MORAVIAN DRIVE
FRASER, MICH.

Quality Plants — Quality Packing — Prices That Please



AFRICAN
VIOLET

Greenhouses

FRASER, MICHIGAN

Hello Friends:

We are sending you this wee African Violet catalog again with the fond hope that, whether you are an amateur or a connoisseur, you will find some variety that will rouse your interest. We urge you to treat yourself by joining our many customers in this fascinating hobby of collecting easy-to-bloom "Violets."

As you turn these pages, I know you can vision a beautiful indoor window garden that will add to the enjoyment of your home this winter. A real treat is in store for you if you have not ordered from us before. We know a happy customer is our best advertisement, and are anxious to please. We guarantee every plant to arrive in perfect condition and we ask you to be the judge of value. Your money is safe with us.

Our plant shipping season closes November 29th because Violets cannot stand freezing weather. Late orders will be held over till April. But you want flowers indoors this winter so write up your order **TODAY!**

Sincerely,

Mrs. Jennie Spoutz.

**TWO
CATALOGS
FREE**

New "prospective customers" will receive two catalogs free, and any order — large or small — will place your name on our mailing list. Make sure of getting your catalog regularly! We'll gladly send your friends a catalog also.

Copyright 1952 Spoutz African Violet Greenhouses, Fraser, Michigan



Ruffled Queen

\$3.25

(fringed dark burgundy)

Here's an African Violet that will catch the eye of every visitor! Extra heavy flower stalks always carry more than 5 huge buds, and the edges of every petal are so heavily ruffled and frilled that they have an appearance of being edged with lace of a lighter shade than the rest of the richly colored blossoms. As each bud unfolds it is a joy to behold, for the crinkled petals have such heavy substance that you can hardly wait until it attains full size and true color, a "blue burgundy" that is a bit darker than the Purple Dawn. The reverse of each widely-opened flower is a real novelty also, for it reminds you of starched ruffles!

Has massive DuPont foliage with stems of pencil thickness or even more, and each leaf will attain unusual size.



double-flowering

QUEEN NEPTUNE

\$2.00

The beginner starting this hobby of growing African Violets will be pleased with this one!

There are so many large sized fully double flowers of dark blue, that it may be difficult to tell where each blossom starts.

Queen Neptune has beautiful deep forest green quilted foliage, and will surely win admiration for unusual blossoms of peerless beauty. Blue-white petaloids in the center, and occasionally there is a bright golden stamens in the center, to intensify the coloring! This is the one to buy for your first double . . . it's priced low for the modest purse.

LAVENDER BEAUTY

\$1.25

Smooth, silvery, mauve, whose outstanding qualities are extra large flowers of the softest mauve! A profuse bloomer, too.



Velvet Girl

\$3.00

- *2-tone "red"
- *Captivating
- *Large flowers



The two uppermost blossoms in the accurate photograph above will tell you more than words can describe. When I first saw this variety I thought of "Pansy-Puss." It's clean cut and adorable and a very good bloomer, with outstanding foliage.

The lower petals are mostly a dark orchid I'd say, but with a permanent red-garnet edging at the outside tip. The two upper petals are solid in tone with the same velvety dark red-garnet coloring and it does not fade out. Something new in African Violets!

This captivating pansy-like flower has an endearing personality and a warm and unassuming nature, and the two colors have an instant appeal. No other like it. Easy to grow . . . lots of flowers.

African Violets are just the gift when you want to say "I'm thinking of you." A hundred kindly thoughts will not register like one actual gift of plants such as we furnish. Gift wrapped and guaranteed to please!



Red King

\$2.50

- *Deepest red so far
- *Holds its color
- *A profuse bloomer

We have tested and compared Red King extensively and it certainly out-distances all others in this color class, from my way of judging. The picture above bears out my statement. A robust plant that will reward you by increasing quickly, yet always remaining neat and compact. Easy to bloom, always six or more buds and flowers per stalk, held well above the foliage.

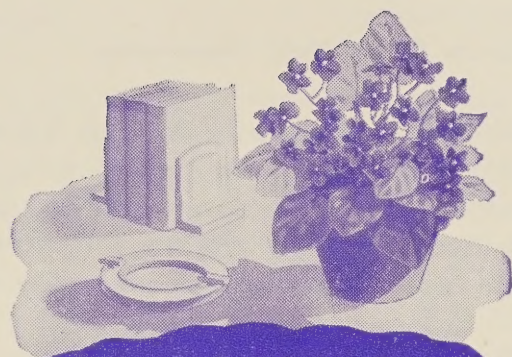
Red King holds its color evenly (but it's not a true crimson-red, of course), a smooth jewel-like garnet-claret to wine shade, with no markings to mar its beauty. Young plants are covered with flowers. Truly an aristocratic thing and the BEST of all "reds."

We sell new varieties for those who want the latest sorts and also the exquisite kinds that are just a few years older which have stood the test of time, and priced lower. You can rely on our descriptions!

●
A customer wrote us: "I'm glad I sent in my order soon as your catalog arrived. Your packing was just grand, and my plants arrived before the snow. They were so nice and fresh that my neighbors would hardly believe they came from such a distance."

SPOUTZ AFRICAN VIOLET PLANTS

Varieties
FOR
Beginners and
Collectors



African Violets

LIVING COLOR FOR YOUR ROOMS!

AMAZON PINK: A truly giant flower with lots of vivid coloring, the brightest of all the pinks! We made a bouquet of this one and walked around our greenhouse and placed it beside every variety we have. We're growing our stock of Amazon Pink between Blue Heiress and Black Beauty. The combination is simply breathtaking! Really beautiful! Experienced violet fans . . . you must try this giant-flowered trio to really appreciate your green thumb!

\$2.50

APPLE BLOSSOM: A new variety with large white flowers, of excellent substance, that are brushed with pastel rose-orchid at the edges and in the center of every bloom. The foliage is light green and round, with strong stems.

\$2.50

AZURE BEAUTY: Pictured on the front cover. Sparkling white fluffy double blossoms of wax-like substance, center petals shaded with light blue, and the bright golden stamens in the center. Extra large flowers, and a profuse bloomer! An unusual color combination with flowers classed as "white," to remind you of summer skies and billowing clouds on a sunny day. Very choice and extra nice.

\$2.75

— the above prices are POSTPAID

BI-COLOR: A pretty African Violet that is sure to please you because it is different and grows quickly. Flowers have plum colored tips on the upper 2 petals which are a beautiful contrast to the pale lavender coloring of the rest of the blossom. It's easy to grow, too. **\$1.25**

BLACK BEAUTY: The flowers are so plush, and alive, intensely colored reddish purple of even tone and with a velvety finish! Black Beauty is a giant from Mentor Boy and the same color, but oh! what startling big flowers on heavy stalks held high above the foliage! **\$2.25**

BLUE GIRL: The heart shaped leaves are so lady-like and graceful, with fluted edges and an ivory white spot where the leaf joins the stem that you should select this one as your darkest blue-violet variety. **\$1.25**

BLUE HEIRESS: A magnificent variety introduced just a year ago, it's the result of years of cross hybridization! Blue Heiress has many giant-sized flowers of heavy substance, for it is the only "DuPont" with girl-type foliage. Perfect growing habit, superior foliage, heavily scalloped. It's a brilliant blue that's really sharp! **\$2.75**

CLIMBING African Violet "Grotei": (pronounced Gro-tee-i). They're new in this country but they have been growing in Africa for quite some time. Found in dense shade, and requires good drainage. Leaf and stems are not brittle! Will definitely make a trailing or a climbing plant, and it blooms, too! Small flowers in clusters, light blue at the tips and shading darker in the center. **\$3.00**

DuPONT LIGHT BLUE: Very popular large-flowered light blue that is wonderfully smooth and an excellent bloomer. Distinguishing foliage. See page 22. We've been on the look-out for "something newer" in light blue violets. There are none that can beat either Sailor Girl or this one as regards foliage or lots of flowers. Select either variety — both are the BEST! **\$2.25**

EVENING SUNSET: A new introduction! And I wish we had colored pictures on this one for it is very hard to describe, but anyway. Imagine a dash of vivid pink surrounded by blue and where the colors overlap, the combination includes purple. But none of the colors are loud or harsh—it's the smoothest pastel blend! **\$3.00**

INDIANOLA: If you've been admiring violets with a really bright wine-red underfoliage, wait till you see Indianola! The top of the leaf is the darkest, best looking black-green imaginable. Grows quick. Flowers? Orchid and plum. Take Bi-Color and add an angry-looking frown in the middle of the blossom and you have it. Time was when a violet was either pink, blue, or purple BUT these 2 and 3 colored kinds need color photos! New, too. **\$2.50**

LACY GIRL: This is the prize-winning FRINGED velvety midnight purple that has set a record that is hard to beat! Perfectly round flowers, with each petal so rippled and frilled it gives the impression of a fuzzy rick-rack fringe. Flowers last a long time, and grow to giant size with a very heavy substance. The golden stamens in the center of each flower appears as a jewel in a dark setting. Foliage remains compact, is gently waved, and husky in appearance. A best seller—and sure to break all records again! **\$2.75**

LADY GENEVA: You won't have to look twice to notice the white edge bordering the midnight blue flower—it's unusual and all that enthusiasts say it is . . . temperamental by admitting it's shocked when transplanted by withholding the white edge, but dependable because it will "come true" as soon as established. **\$1.25**

LAVENDER BEAUTY: Lightest silvery mauve. Written words cannot do it justice, but I'll offer the comment that it is promptly bought by all who see it in bloom and it is my favorite light-toned variety. One of the new hybrid series with widely opened flowers on well branched stems that have brought great size and exquisite coloring to edge out the old-fashioned kinds. Dependable! See page 4. **\$1.25**

MENTOR BOY: Flowers of a pleasing reddish purple, and entirely distinct from all others in the beginners class. The blossoms reflect handsomely in the sunlight and you will receive many compliments on the size of each flower. A free-blooming inexpensive kind that's sure to please. **\$1.25**

PAINTED GIRL: White centered flower with a bright orchid band that sometimes extends to the middle of each petal, thus forming a star-like effect on each blossom! A clean color combination, very lively and new. Fluted leaf. **\$2.50**

PINK BEAUTY: A free-blooming variety having clear pink blooms which are deeper towards the throat and about 1½" across. It has medium green leaves, neat growing habit. An excellent choice for a beginner. **\$1.25**

PINK DELIGHT: Has "bronze-type" foliage which is very new in African Violets and is very impressive, for the extra dark leaf gives the true cameo pink flowers an exquisite setting. Leaves are flushed rose underneath with dark red stems, very sturdy and strong. An abundant bloomer, always 6 buds per stalk and widely opened flowers are held high above the foliage. **\$2.50**

PINK GIRL: Collectors of girl-type foliage have considered this a favorite. The individual flowers show off beautifully above neat rosette growth. Excellent bloomer. Flowers are the same color and size as Pink Beauty. Pretty scalloped leaf, plants will always grow compact, neat. **\$1.50**

PURPLE DAWN: The most outstanding "light purple" of many new seedlings we've seen, and selected because it is a color that goes well with the light hues. The flowers are round and the plant grows very precisely . . . doesn't send out suckers. Foliage is neat and tailored, reddish underneath. An abundant bloomer. **\$2.25**

PURPLE KNIGHT: Impressive darkest blue purple flowers of a giant size and yet an excellent bloomer! Such huge blooms! Reminds us of Ulery's Blue Wonder for SIZE and flower stems strong enough to hold them up where they can be seen, too. Shiny dark leaf, very supple and not brittle — it grows very quickly and in no time at all you have a fine bushy plant that's loaded with big flowers . . . an excellent gift plant. Everyone knows how Mentor Boy has been able to keep its place as the best free-blooming dark kind, but now Purple Knight is sure to win that honor. Extra nice! **\$2.50**

QUEEN NEPTUNE: One of the greatest thrills of collecting African Violets comes from the addition of an especially choice variety . . usually high priced, too. Our Spring 1950 catalog listed this one for the first time, and now it is priced low so as to be in YOUR collection! Fully double flowers with each petal placed "just so," to form a beautiful bloom of dark blue. If you've never grown a double, skip the expensive ones for Queen Neptune is the "mother" of the other colored doubles. Plenty of flowers and beautifully dark spooned leaves. See page 4.

\$2.00

RAINBOW GENEVA: Really exquisite! It's a smooth orchid with a sugar-white edge on each petal, and as each bud unfurls the coloring is very intense and the white edging is so sharp, and prominent. Light green foliage.

\$2.50

RED KING: Think of a rich burgundy wine against velvety foliage of darkest green. The connoisseur will be proud to exhibit this variety at Flower Shows where it will surely win prizes for unusual color and perfect growing habit. Always 7 or more buds on every flower stalk. Very aristocratic and the BEST of the "dark reds." Red King does not fade and enjoys a sunny window. We are trying other "reds" all the time, but we still go back to Red King because it's TOPS.

\$2.50

ROSE MARIE: This is really a true rose, with the upper 2 petals a bit deeper than the lower 3, but the overall tone is DEFINITELY ROSE. Flowers as large as a 50¢ piece, with stems of deep wine. Smooth tailored foliage which is lightly quilted with reddish reverse. It grows quickly, and it's been sold out early each season.

\$2.75

ROSE RAINBOW: Big double white flowers edged with rose, a perfect companion to the already established Azure Beauty which is shaded in blue. This is a beautiful variety, and such an easy bloomer, too, for every bud will unfurl slowly and the flowers will last a long time, will have to be picked off for they do not drop off. The white glistens with frosty-like effect. **\$3.00**

ROYAL SCOT: (double orchid Neptune). This is a brand new variety in our greenhouse and we're anxious to see it in everybody's home for it is a wonderful thing to behold! We know that double Queen Neptune has been a favorite in either a small or large collection, because of those deeply spooned dark green leaves which are flushed wine underneath, and such heavy quilting and that wonderful "sheen." Now we have Royal Scot with big puffy double light plum flowers edged deeper, making the blossoms, oh, so much larger in appearance, and that same grand leaf. Always in bloom, but then you know what a wonderful violet Queen Neptune is! Order early on this one. **\$3.00**

RUFFLED QUEEN: It's pictured on Page 3, the violet with that new fringe that's out of this world! Yes, now that the dust has settled and we've had time to do our book work, we have to admit that Ruffled Queen was our No. 1 violet this year — we sold twice as many of this one as Mentor Boy which was next closest in our sales. Extra sized flowers borne high above that wonderful DuPont leaf. Blue burgundy HEAVILY FRINGED and loads of flowers. Prolific bloomer, neat habit. In order to keep enough plants on hand for our mail order customers, we were forced to pinch off all the blooms here! If you have a violet fan you owe a present to, make it RUFFLED QUEEN! **\$3.25**

SAILOR GIRL: If you are looking for a friendly pot plant with many virtues, buy Sailor Girl, the single-flowered light blue that has been a favorite for years. **\$1.25**

SAILOR'S DELIGHT: A light blue yet so vivid and vibrant, remarkable for the size of flowers and velvety finish. Widely opened blossoms of delicate coloring and an A-1 performer that blooms profusely. A strong grower with flower stems held firmly above the foliage. The fluted girl-type leaf is very lady-like and gently rippled. Sailor's Delight is pictured on the back cover and if your space is limited, order this double for it doesn't require the space that our other doubles do. Superior bloomer and exquisite alongside any pink kind! **\$2.75**

SNOW GIRL: Pure white flowers and that fancy girl foliage. Well branched flower stems, clean light green leaves. **\$2.00**

SNOW PRINCE: Absolutely pure white flowers also, that are full, round and truly bigger than a Silver Dollar! Heavy stems always carry many flowers and buds. If you have had trouble growing the pure white ones, we guarantee that Snow Prince (see page 22) will give you new confidence! The widely opened flowers glisten in the sunlight, and the yellow eye in the center appears like a jewel. Light green white-stemmed foliage, and makes healthy well-formed plants that are most anxious to bloom for you! **\$2.00**

STAR SAPPHIRE: New, pleasing and different! Midnight blue flowers intensified by a bright golden crest created by four "stamens" not just two! The five petals are arranged in a star-like formation, not two top petals and 3 lower, but all 5 exactly the same size, and ruffled a bit at each petal tip. A real novelty plus a big flower. **\$2.75**

SUNRISE SUPREME: Basically the size and color of Velvet Girl and much bigger than Red King, but flower substance is lots heavier . . . this is one of the mammoth-flowered kinds like Blue Heiress. It's been quite some time since we've had something new in this rosy-red coloring to offer. Round heavy leaf, strong sturdy stems and flower stalks, bearing a goodly amount of bloom. Visitors always exclaim over the super giants, so we have this planted alongside of Lacy Girl here.

\$2.50

THE OHIO GIANT: A loud blend of light and dark lilac-wine, with a plush-like intense coloring that extends into the upper petals and shows a pencil line darkness at the outside edge.

\$2.25

ULERYS BLUE WONDER: A really striking marbled immense flower in white and brilliant marine blue. The coloring is more intense in the center and a real innovation, to be admired close up because the marbled tones carry as "blue-lavender" from afar. Really new and different with a chance at the title "heaviest bloomer"! Big flowers, too.

\$2.75

VELVET GIRL: It's pictured on page 5 and really nice in a red-tone combination. This captivating pansy-like big flower has an endearing personality, clean cut and adorable! Lower petals are mostly rich orchid-red in tone, with a permanent red-garnet edging at the outside tip of each petal. The upper 2 petals are solid velvety dark garnet, and don't fade out a bit! A profuse bloomer. Handsome strong girl-type foliage. 'Twas number four in our popularity list this Spring. For sharpest 2-tone effect either use our Pokon Plant Food or do not put Velvet Girl in your sunniest window, during the summer months. A prolific bloomer.

\$3.00

Real Money-Saving Specials

No. 1 Our Beginner's Plant Collection

Four \$1.25 varieties Labeled—Your Choice

(a \$5.00 value)—for \$4.00

We hope to make many new friends again this season by this special offer of any four \$1.25 African Violet plants, labeled correctly, at \$4.00 postpaid. Plants will be taken from our regular stock. If you are starting your collection this season, remember that the \$1.25 values include the finest of ever-popular time-tested varieties.

No. 2 Our Fair Trial Offer—a Greenhouse Special

1 Big African Violet Plant—our choice—\$1.25

Labeled and Postpaid—A Great Big Value

If you've never ordered from us before, let us prove to you that we KNOW HOW to pack plants for shipping to any point in the United States! Many times we overplant some varieties. Often we don't plant enough either. We'll send you our Greenhouse Special in whatever variety is the Best Buy regardless of catalog price! You save money . . . we prove that our plants are all this catalog says they are for size and packaging! You don't want duplicates either, so mention what you have already. We guarantee to satisfy everybody, even if you have lots of plants now. But remember—it must be OUR CHOICE of variety. Limit: 3 plants please.

No. 3 Our Giant-flowered Special for Experienced Green Thumbs

Labeled, Postpaid, from Regular Stock.

**AMAZON PINK
(\$2.50 Value)**

**BLACK BEAUTY
(\$2.25 Value)**

**BLUE HEIRESS
(\$2.75 Value)**

These 3 for \$6.50 (a \$7.50 Value)

We're growing plenty for sales here at the greenhouse and for our mail order business, too . . . no substitutions allowed. A combination like this is bound to make every visitor in your home ask "where did you get those giants!" and you'll receive more praises from this trio than you can imagine! We're anxious to place our violets where they'll be appreciated . . . have you room for these beauties?

TO CUSTOMERS WHO'D RATHER "COME AND GET 'EM"

If you live nearby and can take the violets with you, we must explain about the difference in prices here and in our catalog. We must reserve plants for our mail order customers FIRST and if we are running short of some variety, our price here at the greenhouse must be raised, to discourage sales. But we lower the price on what is plentiful . . . that's our Fair Trial Greenhouse Special.

It is Easy to Grow African Violets

In the past, some have felt that African Violets were temperamental, but with just a few simple suggestions, you're sure to be confirmed enthusiast! Let's visit a while, and I hope you'll be persuaded to give your green thumb a chance to show you how lovely your windowsills can be.

I wish I could convince everyone that our healthy plants, plus a Wik-fed pot, a window, and our good special potting soil is all that you need to have an abundance of bloom. It's just that simple! Let's suppose that you have all these things, and from now on it is just a few hints on culture you need to keep your plants looking nice. They need some sunlight. Our spongy potting soil holds the moisture, and the plastic pot theory keeps it well distributed.

If you mix your own soil take: 4 parts good garden soil, 4 parts rich woods earth (leaf mold), 1 part of sand or vermiculite, 1 part peat moss, 1 part very rotted cow manure. You'll have to sterilize by baking this $\frac{1}{2}$ hour at 180° to remove the nuisance of worms or weed seeds. I should say here that you must hide all fertilizers before you start, lest you be tempted or carried away with enthusiasm in this important mixing process!

Now look for a pot that is in proportion to the plant, too much pot detracts from the beauty of your plant. The Wik-fed pots allow for proper drainage, or select any kind with a hole or two in the bottom. Our customers report that Pokon Plant Food enriches the color of your foliage, increases the size of the flowers and generally increases the loveliness of your violets.

Don't spill hot or cold water on the foliage as this will spoil the appearance by causing brown markings. These plants originated in Africa, so they appreciate warm temperatures. Of course, you wouldn't want them to die with sunstroke by allowing the hot sun to shine directly upon them thru a plate glass window.

Now if you have some old gnarled plants that just don't look right to you, firmly resolve to throw them out and start anew! Coddling a weak specimen on your limited windowsill just isn't worth it, when you recall how many nice healthy plants are anxious for a spot to show appreciation by dutifully rewarding you with flowers. Give them room to be graceful, don't separate plants that are blooming lest you knock off the flowers; and don't let me frighten you, they're easy to grow!

AFRICAN VIOLET POTTING SOIL

A quality tested product that is mixed just for African Violets. Makes them grow and bloom profusely. Packaged in plastic bags to keep from drying out. Steam sterilized. Nothing to add, it's composed of: leaf mold, rich woods earth, good garden soil, well rotted cow manure, peat moss, and vermiculite.

1 pkg. (2½ lbs.) — \$1.75 2 pkgs. (5 lbs.) — \$3.25 — *Postpaid*

POKON PLANT FOOD

(analysis 16-21-27)

"The World's Richest Plant Food"

You must feed your African Violets regularly for biggest flowers! This concentrated plant food should replace whatever you've been using, for Pokon does not contain chloride or any filler, and Pokon will not injure even the finest roots!

Wee crystals dissolve instantly in water. Odorless, and keeps till used. Inexpensive, too! Dissolve one teaspoon in a quart of water, and apply directly to the soil.

Pokon Price — with any order

25¢ size ----- 25¢

75¢ size ----- 75¢

\$1.00 size --- \$1.00

Pokon Price — if sent alone

25¢ plus 25¢ mail charge = \$.50

75¢ plus 25¢ mail charge = \$1.00

\$1 plus 25¢ mail charge = \$1.25



WIK-FED FLOWER POT

— made of Styron Plastic

Especially for the busy housewife! Neat, clean, cheerful and designed to make watering a whiz! Tiny feet the size of a pinhead keeps the base off your sills and tables, no chance for staining. You just fill the base with water when the wick is dry, about every 10 days. Glamourize your windowsill garden with these new last-a-lifetime Wik-Fed flower pots.

Colors: Chartreuse, coral, canyon gray, blue, yellow, green, red, ivory, bronze, pink, and lavender. Each with a highly polished black base, complete with the wick that gives your plants a constant supply of water. Prices are postpaid.

	Each	Per 3	Per 6	Per 12
Regular 4" size-----	\$1.25	\$3.50	\$6.50	\$12.00
Larger 5" size-----	\$1.75	\$5.00	\$9.50	\$18.00



AFRICAN
VIOLET *Greenhouses*

34365 MORAVIAN DRIVE — FRASER, MICH.

Ship to _____

Address _____

City-State _____

[illegible]

Plants ordered after November 29 will be booked for earliest possible Spring delivery.

"RECOLLECTION OF QUALITY REMAINS LONG AFTER PRICE IS FORGOTTEN"

So Our Policy Is . . .

You be the Judge of Value — We Are Anxious to Please

GROWING instructions are sent with all orders; tells how to mix your own soil for best results, gives many hints on propagation (by division, by leaf cuttings; how to save a plant that has been damaged; information on containers, watering, fertilizing). You don't need a green thumb, just a few rules!

DURING freezing weather we acknowledge orders for plants and will make shipment **EARLY SPRING** when temperature in Detroit is above 40°. We guarantee **SAFE ARRIVAL** so your money is safe with us, but we urge you to

ORDER EARLY because many of the newer varieties are in scarce supply. We will not substitute unless you mention 2nd choice. If temporarily out of stock may we hold your order and send that variety a bit later?

OUR CATALOG is sent regularly to customers on record.

EVERYTHING is priced **POSTPAID** to your door (no C. O. D.).

ALL PLANTS are true to name, top quality and size, State Inspected and free from insect pests and disease. Varieties not listed may be under propagation; your inquiries are solicited.



Dear Mrs. Spoutz:

I have a friend who appreciates house-plants . . . send your catalog to

1. _____

2. _____

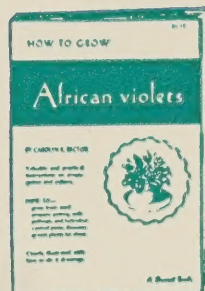
No matter what your selection, you are assured of
Quality Plants and Quality Packing.

Books.. To help you grow better plants

\$1.35—"HOW TO GROW AFRICAN VIOLETS"

by Carolyn Rector — 94 pages

Beginners . . . here is the book for you! Chapter 2 starts off with "Let us say that an African Violet addict offers you a leaf." . . . and Chapter 3 commences "so now your leaves have rooted nicely" . . . and this book carries you right along (neighborly-like) to Chapter 14 on "Grooming Plants for the Show Room." Mrs. Rector has filled every page with money-saving ideas; there are many clear drawings to guide you.



\$2.95—"THE COMPLETE BOOK OF AFRICAN VIOLETS"

by Helen Van Pelt Wilson — 245 pages



Instead of revising her first book, Mrs. Wilson has written a completely new one, which contains 29 photographs in full color! Many experts have contributed to the information presented, and drawings added. Collectors interested in exhibiting their plants will be interested in the chapter on "Show Business and Judging."

\$3.50—"ALL ABOUT AFRICAN VIOLETS"

by Montague Free — 304 pages

I was interested in this book long before it was printed, for Mr. Free is one of the associate editors of "10,000 Garden Questions Answered" . . . a book which I consider a gold mine of practical information for an amateur gardener. But going back to Mr. Free's "ALL ABOUT AFRICAN VIOLETS," it was written about plants Mr. Free took care of himself. Every problem you are likely to meet under home conditions is taken care of. Non-technical and very humorous. You're sure to enjoy his droll observations of some of the varieties "discussed" . . . 69 pages worth! Collectors . . . don't miss this book. Includes 111 photographs on varieties, propagation; 28 color drawings. Yes, this big book contains 304 pages!



"BOOKS MAKE A PERFECT GIFT"

*These 3 Will Lend Importance
To Your Growing Collection*



SNOW PRINCE . . .

Dazzling white flowers that are full, round and honestly bigger than a silver dollar! Our healthy plants are easy to grow, and anxious to bloom. The BEST white! **\$2.00**



BLUE HEIRESS . . .

Spectacular 2½" flowers and immense foliage. Your neighbors are sure to exclaim about the brilliant blue flowers, and pencil-thick leaf stems which grow in perfect rosette form. **\$2.75**



DUPONT LIGHT BLUE . . .

A "first cousin" of Blue Heiress above, with the same grand flowers in light blue, and exhibition quality foliage. **\$2.25**



In Closing . . .

We specialize in African Violets. The GOOD ones. Varieties that are outstanding as a result of years of cross hybridization of the better kinds. New color combinations and unusual foliage, and many choice double-flowering varieties are the latest thing in violets nowadays.

We sell new varieties for those who want the latest sorts, and we have the exquisite kinds that are just a few years older, priced low to be available for the modest purse. Some favorites are missing from this issue due to insufficient stock, and we hope to have them by next Spring.

Perhaps a choice African Violet is just the gift when you need to express your good wishes on occasions that arise. Here is an opportunity for a remembrance that your gardening friends will treasure, a friendly cheery way to express your greetings for a birthday, or your hope for speedy recovery. If in doubt which variety to select, just send us the money you wish to spend and we'll surely select a plant filled with flowers.

A living gift is an easy way to tell your friends "I'm thinking of you, sending my regards, wishing you well." A hundred kindly thoughts will not register like one actual gift of African Violets such as we furnish!

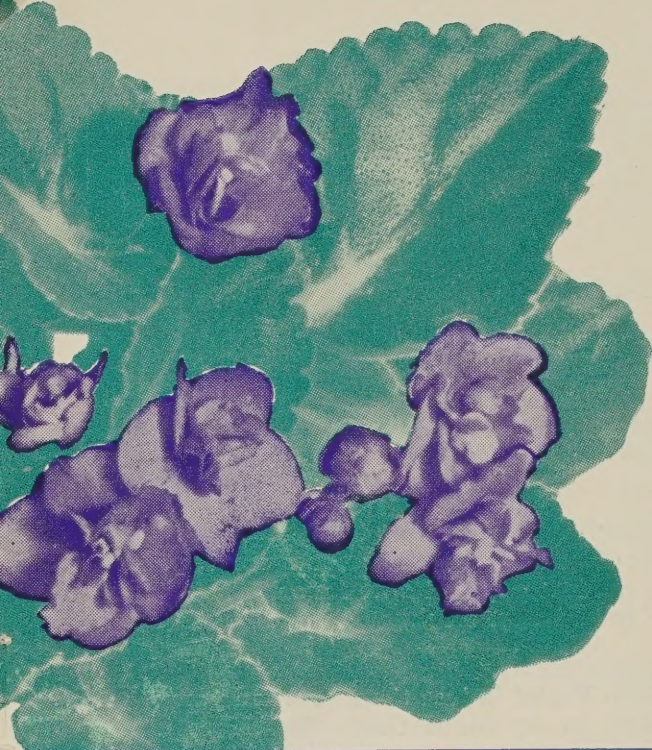
You should start your collection today! Year after year these plants will bloom for you during the winter months when flowers are most appreciated. Since our Fall shipping season depends upon the weather, which changes so quickly, won't you take another moment to send us YOUR order?

Sincerely

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Mrs. Jennie Spoutz.

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